



THE FUTURE · WHAT'S NEXT



“THE FUTURE, WHAT’S NEXT”

California Arts Council conference
Memorial Auditorium, Sacramento

March 4, 2008

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*Artwork by Fidel Salamanca, Delta High
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ROUNDTABLE QUESTIONS

Considering all you
heard this morning ...



Arts Day 2007

What do you see as a major challenge to a rich cultural life in California?

What are the implications for your agencies or organizations and the California Arts Council?

Question One

What do you see as a major challenge to a rich cultural life in California?

Question Two

What are the implications for your agencies or organizations and the California Arts Council?

Table 1

Press coverage, why aren't the arts more important to the media?



Table 2

(from central CA) – lack of arts in schools, lack of tech marketing, lack of gov funding, lack of leadership, lack of diverse representation,



Table 3

1. We need to be less judgmental of other generational experiences.
2. Want to tap into the new technologies and media forms.

How do we keep up with the changes in technology and media forms?



Table 4

The way our organizations operate to function, takes a lot of energy. Are their other work/organization models to utilize funds fully?

Can the new technologies be utilized?



Table 5

Roadblocks: funding. How to get the message to biz and public that arts are important and benefits them too.

Need public to understand the community aspect of arts versus private viewing or participations in home.

Questions of how much discretionary income available to Californians

CA as tourism destination.



Table 6

Capturing the question of “Cultural identity”

Cuts in funding and media coverage – need to go back into the schools, right down to pre-school, teaching the arts and importance

Value and vision of the arts for cultural diversity.



Table 7

Organization working in LA to bring the message of importance of diversity. See the local citizens recognizing the diversity and importance, but government is not as responsive. Concerned, and would like to use some of the futurist techniques in communication with legislative leadership



Table 8

Time issues and individualism versus community, community space to mingle with neighbors.

Concept of a “cultural commons”.



Table 9

1. Need for working capital for arts organizations to experiment.
2. Arts collaborate with other sectors.



Table 10

Communities of arts as a building place

Haven't sufficiently lifted voice to Governor or Legislature

Technologies in the home are the first place to start with the message.

CA needs better advocacy for the arts.

Need to bring more diversity to arts education.

Entire generation trying to educate the arts, when they didn't have the arts in schools themselves.



Table 11

Nonprofit mantra of mission statement, seeing needs, create vision for needs, and then finding adequate resources to fulfill mission and needs.

Term limits – we have to re-educate legislators each time they leave.

Prop 13, overall funding caps, tough to compete for funds. What about other funding resources like sales tax on internet? Car tax? Two-thirds vote for tax bills in Legislature as barrier?

How to NOT fight with social services and medical?

Other legislation like AB 1365, the redirection of tax funds from fine art – why didn't pass?

Table 12

Younger members of our community and older in the group – the older members remember the networking of the past, the younger felt isolated. In LA County has created networks, variety of groups (LACAC, education, others) – would like help from CAC for funding for networking for the arts. Model of the School Supes. Also the County Arts Councils, City Arts Councils.



Table 13

Optimistic attitude, changes in nonprofits,
definition of the organizations and leaderships.
Business coordinating with the arts.



Table 14

Looked at restricted funding and the need for general support, broad funding resources.

Arts groups need to look at their operation models, how reacting to audiences and others, change operations as needed.



Table 15

How to address the next generation of cultural audiences? High school is too late. SF will have an initiative for junior high – vouchers for cultural services. Empower the next generation. Start in 6th grade, will be a 2 year program. \$75 voucher each. In two years, .5 million dollars. Using public purse to respond to the issue of the next generation.



Table 16

Need arts organizations to work with California Arts Council to be greater arts advocates.

Working towards the California Arts Council and all arts organizations to create a new engagement for youth through newer technologies.



Table 17

Power of council creating a “tag line” or single message for all art advocates to utilize. Example: “Arts IS Education” – Alameda County.

How to Make Things Sticky – resource book.

Jonathan Katz – points out that it’s hard to present experiences in messages.



Table 18

Need for cooperation, in programming, advocacy, and across disciplines.

Children do have creative lives, but not in the schools currently. The outside organizations are providing the creativity, and need for us to provide the active participation.



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AFTER CONFERENCE

California needs to conduct a massive public education campaign defining “The Arts.” We need to make clear to the public of the connections between arts learning and engagement, and the development of essential twenty-first century thinking skills. Developing and strengthening our creative thinking systems will transform and impact our future perspectives on our culture, cultivate diverse intelligences, and provide positive choices to enhance our human potential as a society in the future.



AFTER CONFERENCE

Needs/Challenges

- 1) a need for working/venture capital to support arts organizations' experimentation in pro-actively adapting to new realities
- 2) a need to reposition the arts as a collaborator with other social sectors and as a lever toward community revitalization and social capital development



AFTER CONFERENCE

Actions

- 1) in establishing a working/venture capital fund, CAC, with its limited resources, should collaborate with major foundations in CA as well as new funders--"venture philanthropists"--in order to create, deliver, and demonstrate value linked to well-defined indicators of success and metrics
- 2) the CAC and its constituencies should establish new connections to organizations and sectors that are currently engaged in community revitalization and social capital development, such as CDCs (community development corporations) and economic development agencies, showing the centrality of the arts to their purposes



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to thank our
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Band from Natomas Charter School for the Arts, at Arts Day on the Capitol Steps, October 2005. Photo by Ken James

San Jose Taiko Drummers play with children at the Napa Valley Opera House in March 2006. Photo by Michele Penterman

Dana Gioia, Chairman of the National Endowment for the Arts, at the California Arts Council conference January 2007. Photo by Steve Hellon

San Francisco Symphony, publicity photo

Dancers from Natomas Charter High School for the Arts, at California Arts Day on the Capitol Steps, Oct 2005. Photo by Ken James

Students playing in Young Musicians Foundation program. Photo by Christine Taccone, and thanks extended to Wells Fargo

Aaron Robinson, musician, plays at California Arts Day on the Capitol Steps with California Poet Laureate Al Young (not in photo), October 2005. Photo by Ken James

Florin High School marching band plays at California Arts Day on the Capitol Steps, October 2005. Photo by Ken James

Inside Out Community Arts, Fall 2004

Drummers from Natomas Charter School for the Arts at California Arts Day on the Capitol Steps, October 2005

San Francisco Symphony Youth Orchestra, publicity photo